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# AMERICA'S AFRICAN VIOLETS

DIRECT FROM AMERICA'S FOREMOST GROWER AND HYBRIDIZER

—Here is your full color catalog picturing the latest and most popular African Violets from the Fischer Greenhouses. The African Violet has long been America's most popular house plant. Varieties developed at the Fischer Greenhouses have added to the success and popularity of the African Violet plant. For this reason, plus a sincere interest and concern for their many customers, Fischer Greenhouses have long been known as America's leading grower and hybridizer.

HOW TO ORDER BY MAIL Browse through this booklet, checking those violets which you would like to have. Then tear off the order blank, found on the last page, and indicate on the order blank those violets which you would like. All shipments will be made by Parcel Post unless you request otherwise. The 1961 shipping season begins in early May and continues through Mid-November, weather permitting. All plants shipped in  $2^{1}/4^{11}$  plastic pots.

Please send check or money order with order. No C.O.D.

## 1961 Double Varieties

	COQUETTE—very full, frilled deep lavender, spectacular in full bloom, slic waved foliage	ghtly
*	DRIVEN SNOW—unusual, heavy flowering semi-double. Large white flowers yellow pollen centers. Diminutive type green foliage \$2.00	with
*	ELIZABETH DURKIN—heavy flowering, very frilled, clear double pink with graceful flower stems and pretty waved foliage	long
	CARIBBEAN—giant, bright blue blossoms with attractive, waved foliage—an catcher showing much pollen	eye
	□ NEW ALMA WRIGHT—clusters of pure white, full double blossoms, many blighted with pollen center	nigh-
	FLAIR—excellent, clear blue double showing much pollen, heavy flowering, a grower with fine glossy girl foliage—a blue ribbon winner \$1.00	pen
*	SATURN—very large double blue flowers showing much pollen—unusual edging on flower petals—vigorous grower	light
*	☐ PINK JADE—huge, full double pink with some chartreuse edging, an exotic former, nicely waved foliage	per-
	★ New Introduction for 1961.	

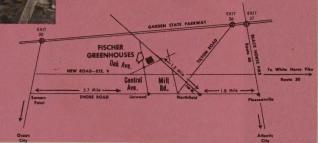


# Visitors are Welcome

# FISCHER GREENHOUSES

Fischer Greenhouses are open daily, including Sunday, till 5 p.m. Plan to visit Fischer's, where skilled and experienced growers are constantly researching new varieties of African Violets, and grow over 150,000 plants annually. See thousands of African Violets, of many different and intriguing varieties, all under one roof. There's a treat in store for you at the Fischer Greenhouses. Won't you visit us soon?

The Fischer Greenhouses are located off Route 9, in Linwood, New Jersey. Just seven miles from Ocean City; 10 miles from Atlantic City; 60 miles from Philadelphia.



# 1981 Single Varieties,

	RINGMASTER—slightly cupped, red-lavender flowers of good size with fringed white border, deep green foliage
*	ROSE DUST—exceptionally bright pink flowers with lighter, frilled edging. Beautifully waved, deep green foliage
	☐ WISTERIA—large frilled blossoms of rich wisteria color, beautifully waved foliage.  A nice addition to any collection
	FIRE DANCE—the very best "red" with exceptionally large flowers in great profusion, and fine foliage
*	MING BLUE—giant flowers with deeply serrated petals. Heavy flowering, deep blue color. Slightly waved foliage\$2.00
	PINK DUET—bright pink with excellent white fringed edge. Heavy bloomer, attractive deep green waved foliage
*	GLOWING EMBERS—a two-tone cerise pink, with upper petals lighter than lower, occasional chartreuse edging — a real hit at the last two conventions, and introduced now for the first time
*	CHERRY-RED—exceptional, free flowering cerise red with showers of blossoms, good soft foliage — something special
	→ New Introduction for 1961





Any \$50.00 Selection
Only \$37.50 Postpaid

Any \$35.00 Selection
Only \$27.50 Postpaid

Any \$25.00 Selection
Only \$20.00 Postpaid

Any \$15.00 Selection
Only \$12.75 Postpaid

Any \$10.00 Selection
Only \$8.75

Any \$7.50 Selection
Only \$6.75

Any \$6.00 Selection

Spectacular Special
All 48 plants pictured in color—Regular Value \$73.50

Only \$50.00 Postpaid

Only \$5.50

Special offers do not apply to Stim-U-Plant or other gardening aids.

## 1961 Double Varieties

	REDDERNESS—a real wine red, semi-miniature. Fine bright color, and dark green
	foliage
	CRYSTAL MINT—a ruffled, double white with traces of chartreuse edging. Very unusual
	FLIRT—a very fine, full lilac lavender, with crepe-edge petals and showing much yellow pollen. Medium green foliage, slightly waved. One well named, and one of the best
*	GOLD BRAID—striking, double frilled deep pink with gold edging. Beautiful, deep green waved foliage
*	CARNATION FRILLED WHITE—very frilled and fully double white showing traces of green edging on petals — a unique variety
*	☐ CRUSADER—giant two tone, medium to dark red lavender double. Beautiful, symmetrical grower with attractively veined foliage \$2.00
*	☐ LAVENDER CARIBBEAN—huge blue lavender with full, double blossoms — many with yellow pollen centers — a nice symmetrical grower and excellent bloomer — you'll be proud of this one
	DOUBLE PINK MIRACLE—nicely frilled double pink with deep pink edging. Profuse bloomer with dark green foliage

### The Stars . . .

"The Stars" represent a new strain of symmetrical — flowered African Violets developed by Lyndon Lyon. The flowers are large and completely regular in form. The foliage is soft and pleasing. The Stars make a beautiful contribution to any collection.

**★** □ RACY RED—a bright cerise red star — semi-miniature grower — an interesting color addition to any collection

\$1.50

☐ BONNE FOI—a blue and white tu-tone, sometimes tending to semi-double. Very interesting color combination

\$1.50

☐ BLUE FLAG—huge blue flowers born in great profusion, sometimes showing sporting to light blue

\$1.50

☐ STAR PINK—bright pink blossoms, almost as large as the deep green leaves

\$1.50

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☐ TROPICAL TOPAZ—lemon yellow flowers in great profusion at the crown and along the handsome glossy green vine

\$1.50



RED EPISCIA—flowers of bright poinsettia red and exceptionally fine variegated foliage make this an outstanding horticultural specimen \$1.50



BURNING SANDS—outstanding, fluorescent raspberry red color with faint white edge -medium grower

\$1.50



SPOTLIGHT—light pink flower with a center of clear cerise red; a standout

\$1.00

## Your Favorites

Available as starter plants only

OCEAN WAVES — single, deep purple blossoms with interesting waved petals, free blooming, deep	double blossoms — slightly waved foliage
glossy foliage	RASPBERRY RED — profuse flowering, fluorescent reddish pink, double
ALASKA — heavy blooming white with tall flower stems, beautiful girl	blossom, slightly waved foliage75
foliage	CHERRY PINK — giant flowering, deep pink single, a strong grower
LITTLE GIANT PURPLE — semi- miniature grower with giant, deep	with tall flower stems
purple double blossoms — very popular	☐ WHITE CLOUD — larger flowering, clear double white, heavy bloomer with much pollen showing — an
LITTLE GIANT BLUE — semi-mini- ature with giant double blue blossom	excellent variety
.75	☐ POPCORN — large double white blossoms borne on tall flower stems —
☐ LITTLE GIANT PINK — another semi-miniature with giant, deep pink,	attractive deep green girl foliage .75
These favorite violets are offered because pictured.	of perennial demand, and are not

## 1961 Single Varieties

	□ MER ROUGE—outstanding deep pink, ruffled blossoms, strong flower stems above deep green foliage\$1.50
	☐ SEA HAWK—very outstanding, giant frilled dark purple, blossoms high above; strong and gently waved foliage. Very excellent\$2.00
	JERSEY MIST—wispy, light blue flower with attractive girl foliage, open grower and very prolific bloomer
	DESIREE—very large ruffled white blossoms, medium green foliage, slightly curled at edge
*	KINGS RANSOM—fine, large clear pink flowers with frilled chartreuse edging — beautiful deep glossy green foliage\$2.00
*	MARS—large red lavender fluted blossoms, a strong grower with attractively waved foliage
	PINK HALO—full petalled pink with distinct white edge. A best seller at our greenhouses — deep green foliage
*	MISS ATLANTIC CITY—large raspberry pink frilled flowers with beautifully waved foliage, a real hit at our greenhouses and a must for every collection \$2.00
	★ New Introduction for 1961



## About Our African Violets

**REGULAR PLANTS** are well established African Violets which arrive at your home either in bud, ready to bloom, or in full bloom. These Violets are grown with the utmost care and are shipped to you so that you may enjoy immediate satisfaction from their beautiful, hearty blossoms.

STARTER PLANTS are African Violets that are made available to you far below the regular cost. For our customers who like to grow their own stock, starter plants are the ideal and economical answer. These are young, well established plants in  $2^{1}/_{4}$ " pots. They offer many advantages over rooted cuttings, since there is no transplanting setback and plants will bloom more quickly. These vigorous  $2^{1}/_{4}$ " plants provide an excellent means of getting a wide selection of varieties at a moderate cost. Many thousands were shipped last year and our customer response has been most enthusiastic. See order blank for starter plant prices.

# 1981 Double Varieties

	CARNATION FRILLED PURPLE—giant deep purple, frilled, blue flowers. Attractive pollen center, deep green foliage\$1.00
*	☐ ICEBERG—large open flowers showing good yellow pollen center \$1.50
	CANDY COTTON—large flowered and strong growing pink double. Profusion of bloom, medium green foliage\$1.00
	GI-GI—our best fringed double pink to date — large blossoms and dark green foliage — a strong grower selected from hundreds of seedlings \$1.50
	☐ PINK CONSTELLATION—lavender pink sport of Pink Cloud, flower flecked white \$1.50
*	LAVENDER-ORCHID—giant flowering, full double with yellow pollen centers.  Semi-miniature foliage\$2.00
	Show plant and eye catcher in any collection. Will be a favorite for years to come \$2.00
	DANCING WATERS—a heavy flowering double pink Geneva with good white edging. Medium green foliage with attractive wave\$1.50

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### AIDS TO BETTER GROWING



# The Complete Line of Indoor Gardening Aids

### AFRICAN VIOLET FOOD

The most widely used growing aid to African Violet Club members and plant hobbyists to produce prize winning plants. This balanced plant food, used exclusively by successful growers everywhere, is formulated specifically to stimulate growth and blooming in African Violets. Easy to use and very economical.

7 oz. can \$ .75 1 lb. can \$1.30 5 lb. can \$4.95

### SEL-KAPS

A thoroughly reliable insect control in easy-to-use capsule form which kills mites, red spider, aphids, and pests attacking African Violets. Contains Sodium Selenate. One capsule treats each plant for four months.

24 Capsule Box .....\$1.00

### V-C13 WONDER CHEMICAL

This amazing new liquid is simply watered on your violets to give complete protection against nematode infestation. Safe for violets and many other plants when used as directed.

6 oz. Bottle (enough for hundreds of plants) .....\$2.50

#### AFRICAN VIOLET SOIL

The same soil we use in our own greenhouses. High organic content, steam sterilized, proper fertilizer level, good for most house plants.

21/2 lb. bag ....\$1.00 Postpaid
AFRICAN VIOLET SPRAY

Handy aerosol insecticide protects all house plants. Contains pyrethins and rotenone. Quick and easy to use, will not harm plants.

5 oz. aerosol ......\$1.00

### BOOKS OF INTEREST

"An Easy Guide to African Violets"
By Bill Meachem, horticultural writer and
editor. A book that's wonderfully clear,
complete and concise. Easy reading with
all the latest information.

Only .....\$1.95 Postpaid

"1001 African Violet Questions Answered by Twelve Experts" Helen Van Pelt Wilson, Editor

Here are the questions you asked, and answers to solve your problems . . . whether, you grow African Violets at windows, under fluorescent lights, in a greenhouse

—18 pages of drawings to show you how.
Indexed.
Only .......\$4.95 Postpaid

### TUBE CRAFT FLORA CART

With All These Features.

• The ideal "showing and growing plant stand for African Violets & other house plants."

Rugged Aluminum, movable.

• Waterproof Fiberglass trays, adjustable shelving.

• Combolite fixtures provided with lamp to lamp connections.

Complete with Top Bracket & Combolite Fixtures \$101.75

le shelving.



TUBE CRAFT TABLE MODEL

24" high—51" long bracket screws into

table or any convenient wood support. Prices F.O.B. Cleveland, Ohio. Shipments motor freight unless specified.

Bracket, Combolite & Tray ....\$28.50



# Order Blank

		A STATE OF THE STA	and or an armining			
QUANT	ITY PLANTS	AMOU	INT QUAI	NTITY P	LANTS	AMOUNT
	REGULAR	PLANTS-	AVAILAE	BLE YEAR	'ROUND	
	Coquette	1.50	1	Racy Red	1	.50
	Driven Snow					.50
-	Elizabeth Durkin					
	Caribbean				1	
	New Alma Wright				paz I	
	Flair	1.00				
	Saturn	1.50				.50
	Pink Jade	1.50			1	
	Ringmaster					
	Rose Dust				2	
	Wisteria	1.50			I	
	Fire Dance	1.00			1	
	Ming Blue	2.00				.00
	Pink Duet	1.50	-		1.	.50
	Glowing Embers	1.50			1,	
	Cherry Red	1.50		1	c City 2	
	Redderness			Carnation F	rilled Purple I.	.00
	Crysta! Mint				1.	.50
	Flirt			Candy Cott	on	.00
	Gold Braid			Gi-Gi	1.	.50
	Carnation Frilled W			Pink Conste	llation I.	.50
	Crusader	2.00	_	Lavender O	rchid 2.	.00
	Lavender Caribbean			King Neptur	ie 2.	.00
-	Double Pink Miracle	· . 1.50			iters I.	
	STARTER	PLANTS-	AVAILAE	LE YEAR	'ROUND	
	See	e page 12 for in	formation on	starter plants		
	Coquette			Alaska		75
-	Caribbean			Little Giant	Purple	75
	New Alma Wright		_	Little Giant	Blue	75
	Flair			Little Giant	Pink	75 ——
	Ringmaster			Raspberry R	ed	75 ——
	Wisteria					75 —
	Fire Dance		_			75 —
	Pink Duet		-			75
	Redderness					85 —
-	Crystal Mint	85		Sea Hawk .		
	Flirt			Jersey Mist		25
	Double Pink Miracle					65
	Bonne Foi		_	Desireé		85
	Blue Flag			Pink Halo		85
	Star Pink			Carnation Fr		65
	Tropical Topaz	85	_	Candy Cotto	on	65

### POSTAL INSTRUCTIONS

Please send check or money order with your order. No C. O. D. We pay postage on plant orders of \$10.00 or more. Please add 50c to help defray mailing expense on smaller orders. In case of loss or damage to plants in transit, please notify us immediately. Special delivery—add 50c. Air Parcel Post (domestic)—add 50c per plant.

50c. Air Parcel Post (domestic)—add 50c per plant.				
Red' Episcia Burning Sands Spotlight Ocean Waves	65	Gi-Gi		
NEW 1961 STARTER		AVAILABLE ONLY IN THE FALL mation on starter plants		
Driven Snow Elizabeth Durkin Saturn Pink Jade Rose Dust Ming Blue Glowing Embers Cherry Red Gold Braid	858585	Carnation Frilled White		
Stim-U-Plant GROWING AIDS (POST PAID)	AFRICAN VIOLET FOOD 7 oz. can .75  I lb. can \$1.30 5 lb. can \$4.95  SEL KAPS 24 Capsule Box \$1.00  AFRICAN VIOLET SOIL 21/2 lb. bag, postpaid \$1.00  AFRICAN VIOLET SPRAY 5 oz. Aerosol \$1.00  V-C 13 WONDER CHEMICAL 6 oz. Bottle \$2.50  "EASY GUIDE TO AFRICAN VIOLETS postpaid \$1.95  "1001 AFRICAN VIOLET QUESTIONS postpaid \$4.95  TUBE CRAFT FLORA CART f.o.b. Cleveland \$101.75  TUBE CRAFT TABLE MODEL f.o.b. Cleveland \$28.50			
Gardening aids are	not included in spe id-May to Mid-No P. P. S To your order	ge of special offers on page 7. cial offers.  vember, weather permitting  pecial  Air P. P.		
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